

WARP Plus



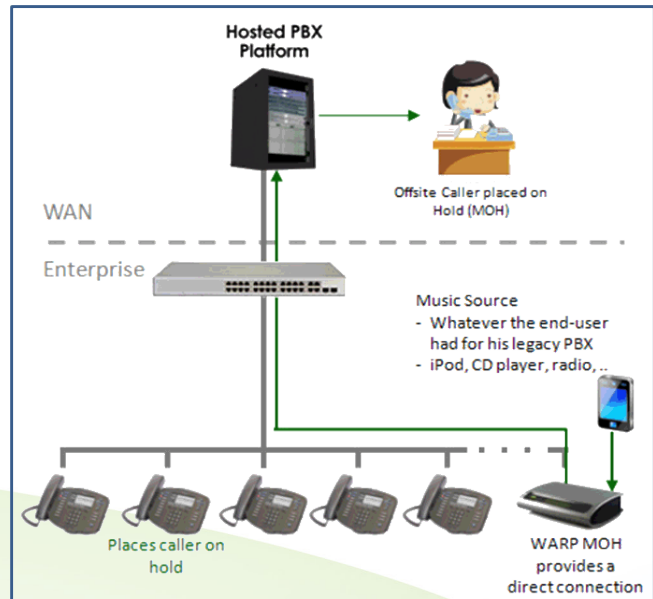
Music on Hold

WARP Plus with Music on Hold (MOH) provides a very convenient way for customers to connect their own music on hold source (iPod, radio, cd player etc.) through a 3.5mm connector on the WARP at the customer premise. Customers can now easily play customized audio content when placing callers on hold. In comparison to an ATA, installation is simplified and reliability is greatly enhanced.

WARP MOH Advantages

Description	Common Hosted MOH Limitations	WARP Plus MOH Advantages
Music Source	System defined or file upload	<u>End-customer defined</u> iPod, radio, legacy MOH source, etc.
Music Format and Quality	Limited to a .wav files only 8-bit, µlaw	Virtually any format Including .mp3 and streaming
Music Looping	Restarts from the beginning each time a caller is placed on-hold	<u>Music is continuous</u>
MOH Source Modification	Cumbersome (skilled) effort to create and upload new .wav file to host	<u>Easily change content</u> or streaming source at customer premise
Installation	NRE's / Kludge / Cumbersome ATA needed Truck roll NAT issues are common Reliability issues are common	BroadWorks Device Manager ATA not needed Remote activation 3.5mm jack on WARP Solid state
Cost	\$60-\$100 for ATA Multiple SKU's NRE, logistics and truck roll costs	Assuming that WARP is doing Paging, MOH incremental cost is only \$65

MOH is just one blade of the Swiss Army Knife-like functionality of WARP Plus.



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